

Colorado Auto Outlook™

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Comprehensive information on the Colorado automotive market

Colorado Automobile Dealers Association

Quick Facts

New vehicle registrations increased 10.4% in June '10 vs. 2009. Used vehicle market off 3.9% (vehicles seven years old or newer).

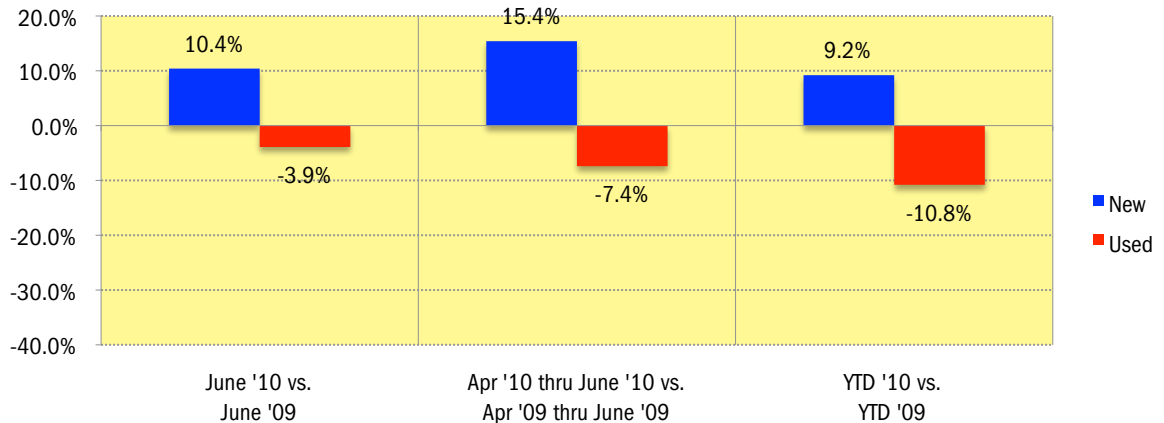
Retail used vehicle registrations declined 10.8% during the first six months of this year versus a year earlier. New vehicle market was up 9.2%.

Standard Mid Size Car new vehicle market share was up 2.9 share points during first six months of '10 versus a year earlier.

Two year old vehicle market share increased 3.3 share points from January thru June of this year versus the same period a year earlier.

Buick, Hyundai, and Nissan new vehicle registrations increased by more than 35% in the first half of this year.

Percent Change in Colorado New and Used Retail Light Vehicle Registrations
(Used registrations only include vehicles seven years old or newer)



Colorado New and Used Vehicle Markets Summary
(Used registrations only include vehicles seven years old or newer)

	Three Months (April thru June)					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	Apr '09 thru June '09	Apr '10 thru June '10	Percent Change	Apr '09 thru June '09	Apr '10 thru June '10	Percent Change
Total	23,446	27,051	15.4%	45,449	42,072	-7.4%
Cars	10,370	11,613	12.0%	19,403	18,620	-4.0%
Light Trucks	13,076	15,438	18.1%	26,046	23,452	-10.0%
Japanese Brands	10,896	13,179	21.0%	13,637	13,625	-0.1%
Detroit Three Brands	8,950	9,210	2.9%	24,959	22,064	-11.6%
European Brands	2,181	2,541	16.5%	4,517	4,245	-6.0%
Korean Brands	1,419	2,121	49.5%	2,336	2,138	-8.5%
	Year to date thru June					
	Retail New Vehicle Registrations			Retail Used Vehicle Registrations		
	YTD 2009	YTD 2010	Percent Change	YTD 2009	YTD 2010	Percent Change
Total	47,111	51,456	9.2%	91,815	81,908	-10.8%
Cars	19,494	21,455	10.1%	37,588	35,988	-4.3%
Light Trucks	27,617	30,001	8.6%	54,227	45,920	-15.3%
Japanese Brands	21,924	24,851	13.4%	27,152	26,319	-3.1%
Detroit Three Brands	17,939	17,974	0.2%	51,333	43,461	-15.3%
European Brands	4,397	4,999	13.7%	9,090	8,100	-10.9%
Korean Brands	2,851	3,632	27.4%	4,240	4,028	-5.0%

Data Information

All data represents new and used vehicle retail registrations in Colorado and excludes fleet and wholesale transactions. Used vehicle data only includes vehicles seven years old or newer and excludes private party transactions. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. Green shaded areas in tables represent the top ten ranked brands.

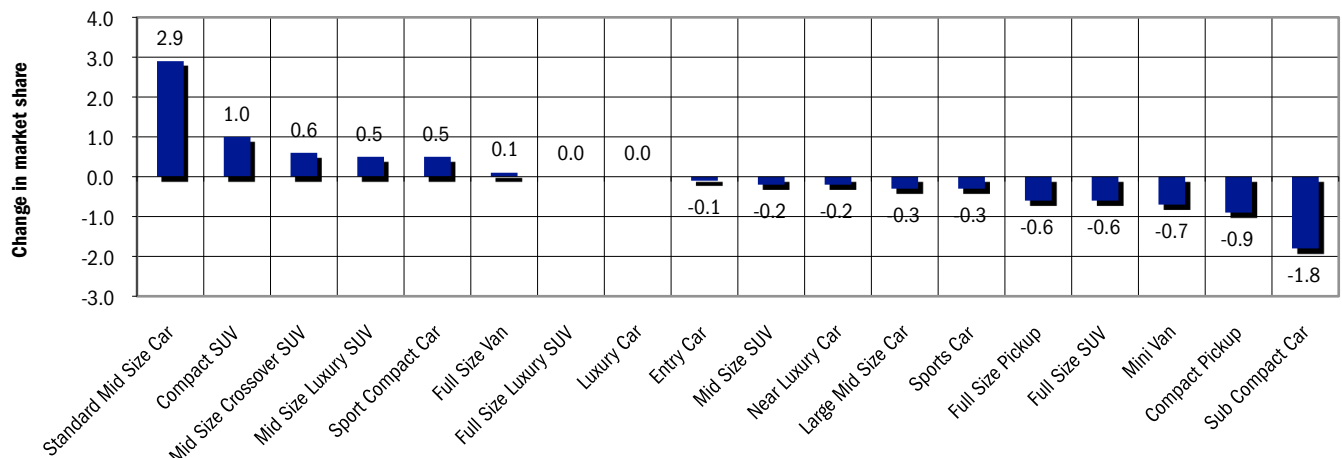
Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

Colorado New Retail Car and Light Truck Registrations

	June				Three Month Period Apr '10 thru June '10				YTD thru June				YTD Market Share (%)		
	Colorado			U.S.	Colorado			U.S.	Colorado			Colorado			
	2009	2010	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2009	2010	% chg.	% chg.	2009	2010	Chg.
TOTAL	8,642	9,539	10.4%	14.4%	23,446	27,051	15.4%	17.8%	47,111	51,456	9.2%	16.8%			
Acura	91	121	33.0%	30.9%	278	334	20.1%	25.5%	534	608	13.9%	19.6%	1.1	1.2	0.1
Audi	132	165	25.0%	14.3%	347	449	29.4%	23.1%	673	857	27.3%	28.0%	1.4	1.7	0.3
BMW	139	140	0.7%	14.6%	368	384	4.3%	6.8%	786	893	13.6%	7.6%	1.7	1.7	0.0
Buick	51	76	49.0%	52.7%	158	224	41.8%	42.0%	308	442	43.5%	48.3%	0.7	0.9	0.2
Cadillac	63	77	22.2%	39.1%	140	232	65.7%	42.7%	374	483	29.1%	33.3%	0.8	0.9	0.1
Chevrolet	634	757	19.4%	33.3%	1,712	2,141	25.1%	27.4%	3,449	4,240	22.9%	31.6%	7.3	8.2	0.9
Chrysler	89	58	-34.8%	30.1%	215	182	-15.3%	39.8%	412	309	-25.0%	21.1%	0.9	0.6	-0.3
Dodge	602	461	-23.4%	42.0%	1,526	1,166	-23.6%	37.7%	3,069	2,083	-32.1%	11.8%	6.5	4.0	-2.5
Ford	985	1,273	29.2%	16.3%	2,544	3,316	30.3%	23.5%	4,988	6,325	26.8%	30.4%	10.6	12.3	1.7
GMC	222	313	41.0%	50.2%	652	822	26.1%	32.3%	1,416	1,685	19.0%	31.2%	3.0	3.3	0.3
Honda	868	830	-4.4%	4.0%	2,362	2,460	4.1%	11.3%	4,541	4,636	2.1%	11.1%	9.6	9.0	-0.6
Hummer	19	8	-57.9%	-71.9%	46	20	-56.5%	-32.8%	102	40	-60.8%	-52.7%	0.2	0.1	-0.1
Hyundai	208	485	133.2%	35.0%	706	1,256	77.9%	32.6%	1,439	2,018	40.2%	25.0%	3.1	3.9	0.8
Infiniti	63	76	20.6%	31.7%	184	253	37.5%	33.1%	390	456	16.9%	23.0%	0.8	0.9	0.1
Jaguar	4	6	50.0%	72.9%	12	14	16.7%	2.7%	27	22	-18.5%	1.6%	0.1	0.0	-0.1
Jeep	496	338	-31.9%	24.8%	1,187	904	-23.8%	9.4%	2,323	1,695	-27.0%	5.2%	4.9	3.3	-1.6
Kia	232	303	30.6%	18.9%	713	865	21.3%	18.9%	1,412	1,614	14.3%	15.4%	3.0	3.1	0.1
Land Rover	19	43	126.3%	43.9%	59	92	55.9%	32.9%	159	209	31.4%	24.2%	0.3	0.4	0.1
Lexus	131	199	51.9%	2.7%	433	539	24.5%	20.7%	936	1,175	25.5%	19.3%	2.0	2.3	0.3
Lincoln	43	38	-11.6%	-11.5%	141	99	-29.8%	-1.5%	305	257	-15.7%	7.5%	0.6	0.5	-0.1
Mazda	177	193	9.0%	32.8%	519	528	1.7%	28.3%	1,033	1,011	-2.1%	15.3%	2.2	2.0	-0.2
Mercedes	110	147	33.6%	25.3%	329	385	17.0%	25.7%	635	731	15.1%	25.7%	1.3	1.4	0.1
Mercury	44	25	-43.2%	26.2%	117	86	-26.5%	9.1%	225	184	-18.2%	14.0%	0.5	0.4	-0.1
MINI	51	43	-15.7%	1.1%	128	103	-19.5%	-1.2%	243	190	-21.8%	0.3%	0.5	0.4	-0.1
Mitsubishi	61	49	-19.7%	-3.8%	153	137	-10.5%	1.9%	288	247	-14.2%	0.1%	0.6	0.5	-0.1
Nissan	508	626	23.2%	8.2%	1,290	1,853	43.6%	21.4%	2,523	3,432	36.0%	27.1%	5.4	6.7	1.3
Pontiac	83	1	-98.8%	-99.5%	247	8	-96.8%	-99.3%	447	94	-79.0%	-99.0%	0.9	0.2	-0.7
Porsche	33	17	-48.5%	137.4%	73	65	-11.0%	21.7%	121	120	-0.8%	13.7%	0.3	0.2	-0.1
Saab	7	2	-71.4%	-72.3%	31	5	-83.9%	-75.3%	63	19	-69.8%	-75.0%	0.1	0.0	-0.1
Saturn	75	1	-98.7%	-98.2%	260	8	-96.9%	-97.6%	515	135	-73.8%	-84.9%	1.1	0.3	-0.8
smart	26	10	-61.5%	-48.3%	89	31	-65.2%	-46.2%	184	45	-75.5%	-60.9%	0.4	0.1	-0.3
Subaru	652	837	28.4%	16.0%	1,815	2,316	27.6%	32.2%	3,640	4,552	25.1%	35.0%	7.7	8.8	1.1
Suzuki	57	60	5.3%	-5.3%	212	173	-18.4%	-19.1%	479	343	-28.4%	-48.5%	1.0	0.7	-0.3
Toyota/Scion	1,360	1,408	3.5%	7.4%	3,646	4,584	25.7%	11.1%	7,547	8,381	11.1%	8.6%	16.0	16.3	0.3
Volkswagen	227	270	18.9%	10.6%	569	782	37.4%	23.4%	1,132	1,459	28.9%	29.9%	2.4	2.8	0.4
Volvo	72	76	5.6%	-29.1%	159	210	32.1%	-17.1%	342	427	24.9%	-5.2%	0.7	0.8	0.1
Other	8	7	-12.5%	-7.9%	26	25	-3.8%	14.2%	51	39	-23.5%	10.5%	0.1	0.1	0.0

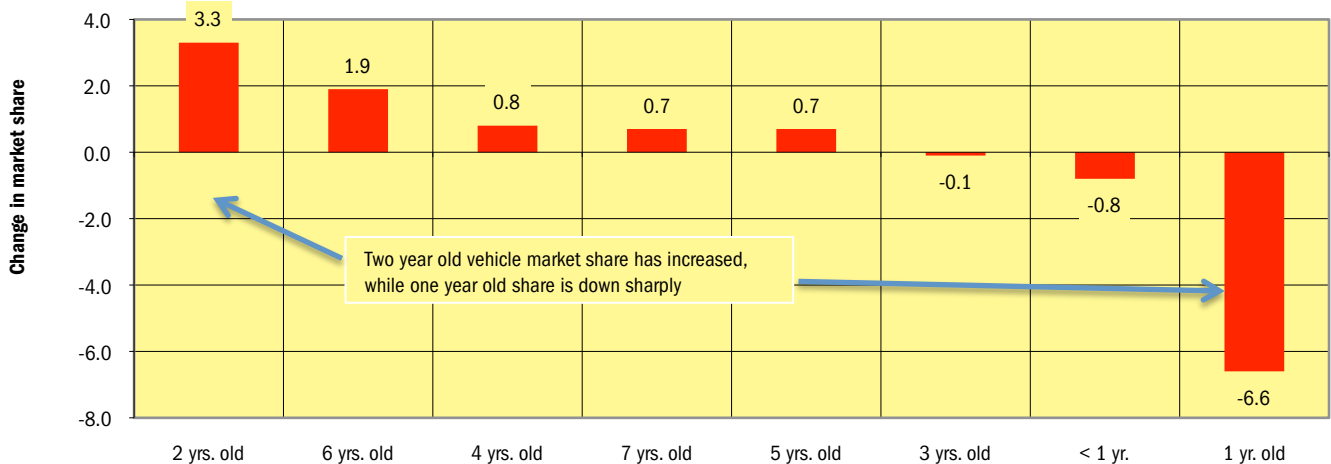
Change in New Vehicle Segment Market Share - YTD 2010 thru June vs. YTD 2009



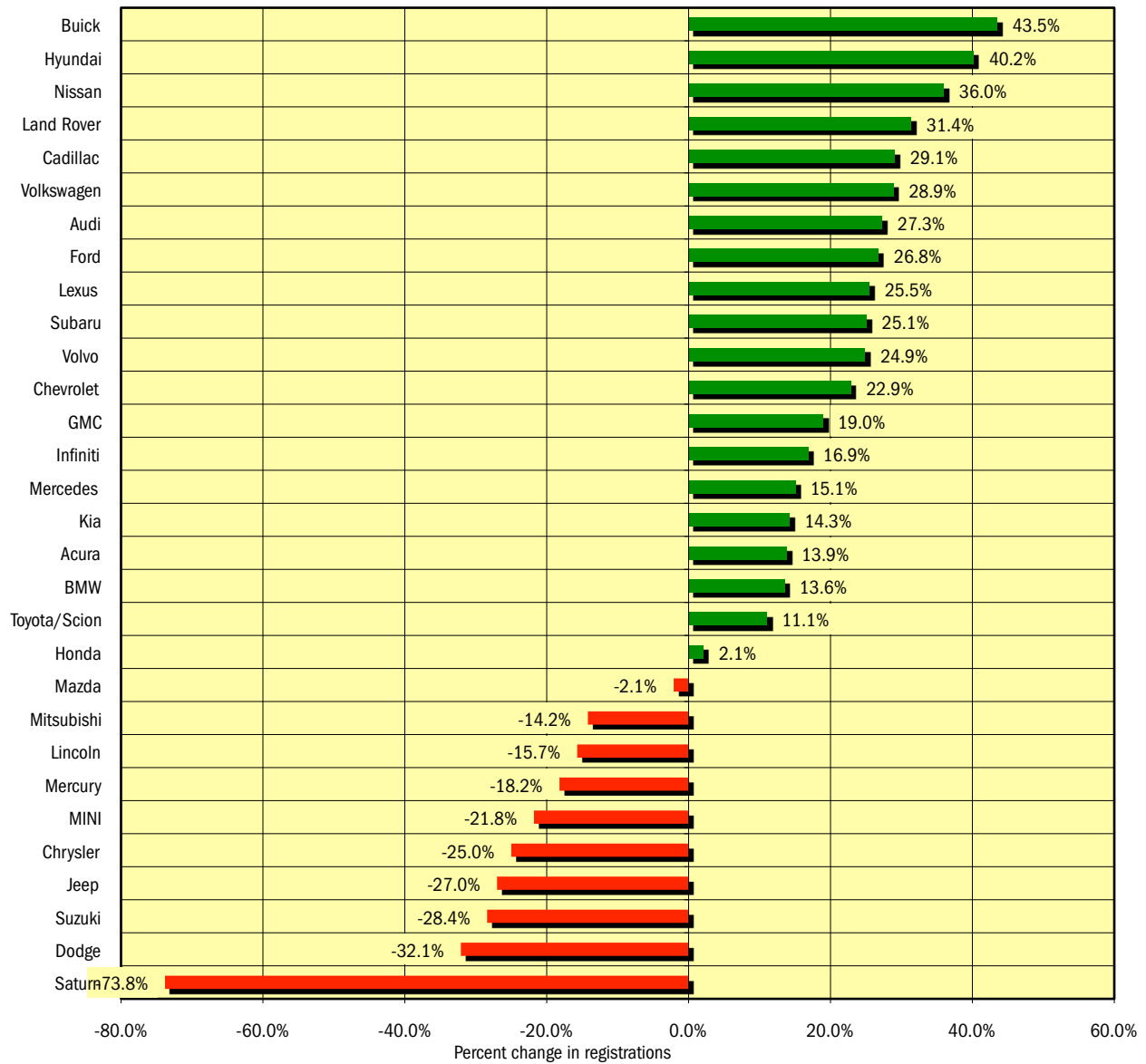
Used Vehicle Market Brand Registrations (only includes vehicles seven years old or newer)

Colorado Used Retail Car and Light Truck Registrations												
	June			Three Month Period Apr '10 and June '10			YTD thru June			YTD Market Share (%)		
	2009	2010	% chg.	Yr. Ago	Current	% chg.	2009	2010	% chg.	2009	2010	Chg.
TOTAL	15,821	15,198	-3.9%	45,449	42,072	-7.4%	91,815	81,908	-10.8%			
Acura	191	211	10.5%	593	552	-6.9%	1,243	1,037	-16.6%	1.4	1.3	-0.1
Audi	247	207	-16.2%	721	578	-19.8%	1,400	1,107	-20.9%	1.5	1.4	-0.1
BMW	279	307	10.0%	829	863	4.1%	1,690	1,648	-2.5%	1.8	2.0	0.2
Buick	187	156	-16.6%	490	418	-14.7%	993	777	-21.8%	1.1	0.9	-0.2
Cadillac	239	222	-7.1%	696	623	-10.5%	1,487	1,223	-17.8%	1.6	1.5	-0.1
Chevrolet	1,880	1,666	-11.4%	5,482	4,700	-14.3%	11,202	9,344	-16.6%	12.2	11.4	-0.8
Chrysler	564	472	-16.3%	1,653	1,342	-18.8%	3,189	2,703	-15.2%	3.5	3.3	-0.2
Dodge	1,395	1,253	-10.2%	4,059	3,522	-13.2%	8,473	6,692	-21.0%	9.2	8.2	-1.0
Ford	1,950	1,915	-1.8%	5,614	5,368	-4.4%	11,595	10,472	-9.7%	12.6	12.8	0.2
GMC	421	430	2.1%	1,210	1,191	-1.6%	2,580	2,398	-7.1%	2.8	2.9	0.1
Honda	774	795	2.7%	2,065	2,113	2.3%	4,070	4,041	-0.7%	4.4	4.9	0.5
Hummer	81	90	11.1%	212	249	17.5%	432	493	14.1%	0.5	0.6	0.1
Hyundai	433	455	5.1%	1,300	1,236	-4.9%	2,354	2,270	-3.6%	2.6	2.8	0.2
Infiniti	140	146	4.3%	379	478	26.1%	831	942	13.4%	0.9	1.2	0.3
Jaguar	29	22	-24.1%	83	49	-41.0%	176	113	-35.8%	0.2	0.1	-0.1
Jeep	966	833	-13.8%	2,722	2,266	-16.8%	5,833	4,421	-24.2%	6.4	5.4	-1.0
Kia	370	344	-7.0%	1,033	902	-12.7%	1,879	1,758	-6.4%	2.0	2.1	0.1
Land Rover	71	99	39.4%	251	282	12.4%	568	550	-3.2%	0.6	0.7	0.1
Lexus	211	277	31.3%	672	710	5.7%	1,342	1,428	6.4%	1.5	1.7	0.2
Lincoln	91	110	20.9%	304	297	-2.3%	610	540	-11.5%	0.7	0.7	0.0
Mazda	278	326	17.3%	732	880	20.2%	1,500	1,702	13.5%	1.6	2.1	0.5
Mercedes	185	191	3.2%	556	560	0.7%	1,119	1,010	-9.7%	1.2	1.2	0.0
Mercury	107	86	-19.6%	340	248	-27.1%	676	511	-24.4%	0.7	0.6	-0.1
MINI	37	56	51.4%	116	148	27.6%	192	285	48.4%	0.2	0.3	0.1
Mitsubishi	153	147	-3.9%	489	404	-17.4%	958	834	-12.9%	1.0	1.0	0.0
Nissan	828	830	0.2%	2,446	2,483	1.5%	5,011	4,935	-1.5%	5.5	6.0	0.5
Pontiac	414	391	-5.6%	1,216	1,077	-11.4%	2,364	2,300	-2.7%	2.6	2.8	0.2
Porsche	60	48	-20.0%	136	113	-16.9%	237	208	-12.2%	0.3	0.3	0.0
Saab	83	65	-21.7%	233	158	-32.2%	505	338	-33.1%	0.6	0.4	-0.2
Saturn	277	243	-12.3%	858	708	-17.5%	1,700	1,460	-14.1%	1.9	1.8	-0.1
Subaru	491	551	12.2%	1,433	1,515	5.7%	3,011	2,890	-4.0%	3.3	3.5	0.2
Suzuki	310	118	-61.9%	832	335	-59.7%	1,281	645	-49.6%	1.4	0.8	-0.6
Toyota/Scion	1,450	1,547	6.7%	3,932	4,108	4.5%	7,777	7,791	0.2%	8.5	9.5	1.0
Volkswagen	387	350	-9.6%	1,041	965	-7.3%	1,994	1,806	-9.4%	2.2	2.2	0.0
Volvo	186	193	3.8%	535	504	-5.8%	1,180	988	-16.3%	1.3	1.2	-0.1
Other	56	46	-17.9%	186	127	-31.7%	363	248	-31.7%	0.4	0.3	-0.1

**Change in Used Vehicle Market Share by Age of Vehicle
January 2010 thru June 2010 vs. Year Earlier**



**New Vehicle Market Percent Change in Brand Registrations
YTD 2010 thru June vs. Year Earlier
(Top 30 selling brands)**



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WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

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